

CHURCH NEWS

ATTEND SERVICES SUNDAY

CENTRAL EVANGELICAL
Francis A. Zeller, minister.
Sunday School begins promptly at 9:45.

Sunday School classes, 9:30 a.m.
Wednesday evening meetings are held at 8 p.m.

LATTER DAY SAINTS
Services held in the American Hall, located on Border Avenue between Carson and 21st Streets.

LOMITA COMMUNITY CHURCH
(Presbyterian). Narbonne at Brethren street. Rev. Louis Tinning, pastor.

LOMITA GOSPEL MISSION
Between Weston and George on Allene street. Wilford Treese, pastor.

FIRST CHRISTIAN
Engracia and Arlington. B. H. Lingenfelter, pastor.

FIRST METHODIST
Frederick M. Essig, pastor. Mrs. Blanche E. Woods, director of religious education.

SALVATION ARMY
1324 Sartori avenue. Envoy Ivy A. Grace, commanding officer.

CHRIST EPISCOPAL MISSION
Rev. T. P. Swift in charge.
Sunday School, 9:45 a.m.

FOUR-SQUARE GOSPEL
Angelus Temple students in charge.
Sunday School, 9:45. G. W. Northrup, superintendent.

SEVENTH DAY ADVENTIST
Weston and Walnut streets, Lomita. Glenn Morton, Elder.

CATHOLIC
Rev. Reardon, Pastor.
Mass celebrated Sundays at 7:30 and 9:30 a.m.

CHRISTIAN SCIENCE SOCIETY
Women's Clubhouse, Engracia avenue.
Sunday services at 11 a.m.

ROMANCE
A possible romance in which the names of Mrs. Woodrow Wilson and Dr. Sterling Ruffin of Washington have been linked together has been the subject of much speculation in Europe.

Romance

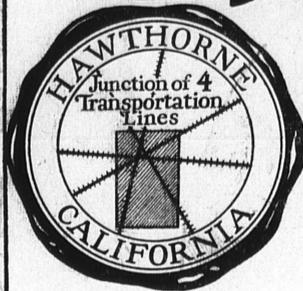


Endeavorers Meet on Friday Night
A rousing time is planned for Friday evening, Nov. 20, when the various Christian Endeavor Societies of Redondo District will meet at the Central Evangelical Church on Marcellina avenue for a banquet and rally.

Baker Smith
Carson Street
Jeweler
Expert Watch Work

Hopkins-McNeil Investment Co.

of Hawthorne, California



---On the edge of Los Angeles---where Hawthorne begins--a great city building program is under way!

Results--

AFTER ALL IT'S RESULTS that I am after. I am not unreasonable when I spend my money--when I demand of my publicity department TANGIBLE RESULTS.

My publicity campaign, which takes in the Los Angeles Sunday papers as well as a large number of weeklies and dailies tributary to HAWTHORNE, reaches at least ONE MILLION PEOPLE.

Advertising pays when you have an article of merit.

There is nothing original in my plan of a publicity campaign for HAWTHORNE, as you learned from Mr. Stadelmann of the Santa Monica Advertising Club what publicity did for Santa Monica. He stated "that the population of Santa Monica had been doubled through publicity, and that today they were raising funds from the merchants and lot owners of Santa Monica for another \$30,000 advertising fund.

LONG BEACH IS FOLLOWING THE EXAMPLE OF SANTA MONICA, and soon 80-inch ads will be run weekly in two of our Los Angeles Sunday papers.

LONG BEACH will advertise--just as SANTA MONICA will advertise--just as HAWTHORNE is now advertising--to reach this Winter the 1,500,000 tourists who come to Los Angeles. Some of them will buy and some of them will stay. Others will return East, and tell their story of CALIFORNIA and of HAWTHORNE.

THE PRESS HAS BEEN VERY KIND in its comment editorially and otherwise, about what we have to offer at HAWTHORNE.

I PARTICULARLY comment on an editorial which appeared last week in the El Segundo Herald, written by E. D. Badger. This editorial expresses the thought which I have always had in reference to HAWTHORNE. It is conservative yet enthusiastic, with a punch all the way through it, and it makes people want what HAWTHORNE OFFERS.

I have not asked, to date, for any public subscriptions for the advertising fund that HAWTHORNE is receiving the benefit from today.

I do ask the real estate men in HAWTHORNE who are benefiting most by this publicity, to spend some of their PROFITS in advertising. I ask the merchants who are also receiving a benefit to support our daily and weekly papers in HAWTHORNE. These papers are devoting a great deal of space to publicity for HAWTHORNE.

I do ask the papers published at Redondo, Hermosa, MANHATTAN, EL SEGUNDO, TORRANCE, GARDENA, LENOX, INGLEWOOD and others to continue to back up my advertising with the fine publicity which they are giving HAWTHORNE.

I ask them also to assist me, and assist the real estate brokers of HAWTHORNE in our SELLING CAMPAIGN. HAWTHORNE has some bargain BUSINESS FRONTAGE for sale which will soon double in value. HAWTHORNE has some wonderful RESIDENTIAL LOTS, even corners back from the Boulevard can be bought under \$1000. They are money-makers for some of your people. YOU CERTAINLY KNOW of some one who wants to make an investment--NOW--in a good business location or a residential corner, and I would appreciate it if you will telephone me, giving me the name and address of the party and let me write them, giving them a special invitation to be my guest at HAWTHORNE.

I MUST HAVE RESULTS to continue my publicity campaign, and a word from you to some of your people might mean that they would consider seriously the opportunities at HAWTHORNE. I will give your paper credit for any names sent me.

Next BIG TENT MEETING, Nov. 25

Our campaign meetings held in the HOPKINS-McNEIL BIG TENT in the center of HAWTHORNE will be continued every WEDNESDAY EVENING, AND ALL ARE WELCOME. Interesting speakers, wonderful entertainment and plenty of smokes. Don't fail to be present.

---COME ONE! COME ALL!

I want to impress on you THE IMPORTANCE TO ME of your phoning me, giving me the names and addresses of people to whom I can send HAWTHORNE literature.

Don't fail to write me your suggestions, for from the suggestions of others I am already greatly benefited. I don't know it all--I am never too old to learn. I derive benefits from my association with others.

William McNeil
Hawthorne, Calif.

TELEPHONE 8713-R-4.

The Awakening of Hawthorne

Written by E. H. Badger, Editor of the El Segundo Herald

It must be with considerable unconsciousness that Inglewood is witnessing the awakening of Hawthorne, for unless we miss our guess, within less than five years these two cities will be competing for the supremacy of the Centinela Valley.

Today, Inglewood, on the extreme north end of the district she serves, is enjoying the distinction of being the outstanding city in the Centinela valley. Her growth through the energy of her leaders has in the past few years been remarkable. Her stores, banks and markets are drawing a bulk of the trade of the valley. With the union high school located there she is the educational center as well, and her splendid theatres aid materially in attracting people from all parts of the valley.

Inglewood has attained this position of leadership, while Hawthorne, geographically the center of the district, has dozed over her opportunities, and political factions have prevented a unity of effort in bringing about this advancement that was rightfully hers.

However, this has all been changed. Factions have been united and the work of "building a city where a city belongs" is now going ahead at top speed.

In our estimation Hawthorne possesses the greatest potential possibilities for growth of any city in the Centinela Valley, and in venturing this opinion we believe that we can do so without detracting one whit from our own community, or any other, as a matter of fact. To deny this to ourselves or the outside world we would be guilty of wilfully shutting our eyes to facts.

To start with, Hawthorne lies in the center of a rapidly growing district that is giving promise of big things. Located as she is, it is only natural that she should become the trading center for the territory on all sides of her. The move made by Hawthorne to build a theatre that will be second to none in the district, with attractive stores, is the first real bid that she has made for this trade that is within her grasp.

Industrially, Hawthorne occupies an enviable position. She possesses an immense amount of cheap acreage along the Pacific Electric right-of-way, easily adaptable to any type of industry, and almost adjoining Hawthorne on the west is approximately 1,000 acres of industrial property in El Segundo that borders the Santa Fe's harbor line.

It is not much farther to the center of Hawthorne from the Santa Fe's tracks than it is to the center of El Segundo, and the two cities are likely in the future to divide the benefits from any industrial development in this area. It is no great secret that the Santa Fe hopes to build up a major industrial center in the vicinity of its right-of-way in El Segundo.

Vital to Hawthorne's future growth, and one of the things that will speed her advancement, is the splendid transportation facilities which the city possesses. She is served by both the yellow car line and the Pacific Electric. The latter line does not go into Inglewood, Hawthorne Boulevard, a 170-foot newly paved highway, gives Hawthorne a splendid outlet to the north and south, and this boulevard will play an important part in the city's growth, as it eventually will be extended through Hollywood on the north and the Palms Verdes hills on the south. Two major east and west boulevards will bring traffic from the coast and from the interior cities. One of these boulevards, Ballona Avenue is now paved from Western Avenue through to El Segundo, connecting with the Coast highway, the other, 114th street will eventually be paved from the Orange county line to the Coast highway in El Segundo.

Hawthorne is in the path of progress; she can't escape, even if she would. Each year sees hundreds of new families coming into the Centinela Valley and each year sees new industrial enterprises locating in this territory because of its cheap acreage and ideal surroundings for the employees. Occupying a central position as she does, Hawthorne should benefit most from this development.

At the present time Hawthorne is the best paved city in the valley, and her miles of newly paved streets are bound to be attractive to the newcomer.

We suffer no pangs of jealousy as we contemplate the advancement of Hawthorne, for our own future is rose tinted, and our hats right now are off to our neighbors as she starts her campaign for a bigger and better city.



Hopkins-McNeil Investment Co. of Hawthorne Cal.

Cut out and mail
Please send me, without any obligation to me,
Package of Literature on Hawthorne.
Name Address